

REPLACEMENT SHEET

category_id3	The ID of the pre-defined or user-defined category #3. A value of 0 indicates a null pointer.	uint16	O
category_id4	The ID of the pre-defined or user-defined category #4. A value of 0 indicates a null pointer.	uint16	O
ad_type	Defines the type of ad for this record (Phase 1 supports 0x00, 0x01, 0x02, 0x06 and 0x07 ads) 0x00 reserved 0x01 half length banner ad; 0x02 full length banner ad; 0x03 Parent Virtual Channel Ad (PVCA); 0x04 Fixed Virtual Channel Ad (FVCA); 0x05 Highlighted Channel Ad (HCA); 0x06 sort category banner ad (upper); 0x07 sort category banner ad (lower); 0x09 Hot Spot ad; 0x10 Message ad; 0x1A through 0xFF are reserved.	uint8	M
beg_display_row	For full and half ads, the first row in the guide after which this ad is intended to be displayed. Note, a 0 indicates that no row ranges are specified and that the ad is displayable at any point in the Guide. For FVCA ads, the first row in the guide on which this ad should be placed. For ads other than full, half and FVCA, this field will be 0 and will be ignored.	uint16	O
end_display_row	For full and half ads, the last row in the guide before which this ad is intended to be displayed. Note, a 0 indicates that no row ranges are specified and that the ad is displayable at any point in the Guide. For FVCA ads, the last row in the guide on which this ad should be placed. For ads other than full, half and FVCA, this field will be 0 and will be ignored.	uint16	O
display_row_package_count	For full, half and FVCA ads, the number of discrete row ranges in/on which ad display is intended.	uint8	O
position_service_id	For PVCA ads, the parent service ID for the row in the guide below which the ad should be displayed. For HCA ads, the service ID for the row in the guide to be highlighted. This field will be 0 and will be ignored. For ad types other than PVCA and HCA.	uint16	M: PVCA and HCA
h_position	The left/right display information for the position of the ad. This is a stub for future (Phase 3) ads, such as hot spot and message ads, which may be placed at specific screen locations. This coordinate may be a pixel offset from screen left, or a table's column index, depending on the ad type. This field will be 0 and will be ignored for ad types other than hot spot and message.	uint16	M: hot spot and message
v_position	The top/bottom display information for the position of the ad. This is a stub for	uint16	M: hot spot and message